

# ***City of Austin*** ***2012 Community Survey*** ***Findings***

Presented by  
***ETC Institute***

October 2012



# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

# Purpose

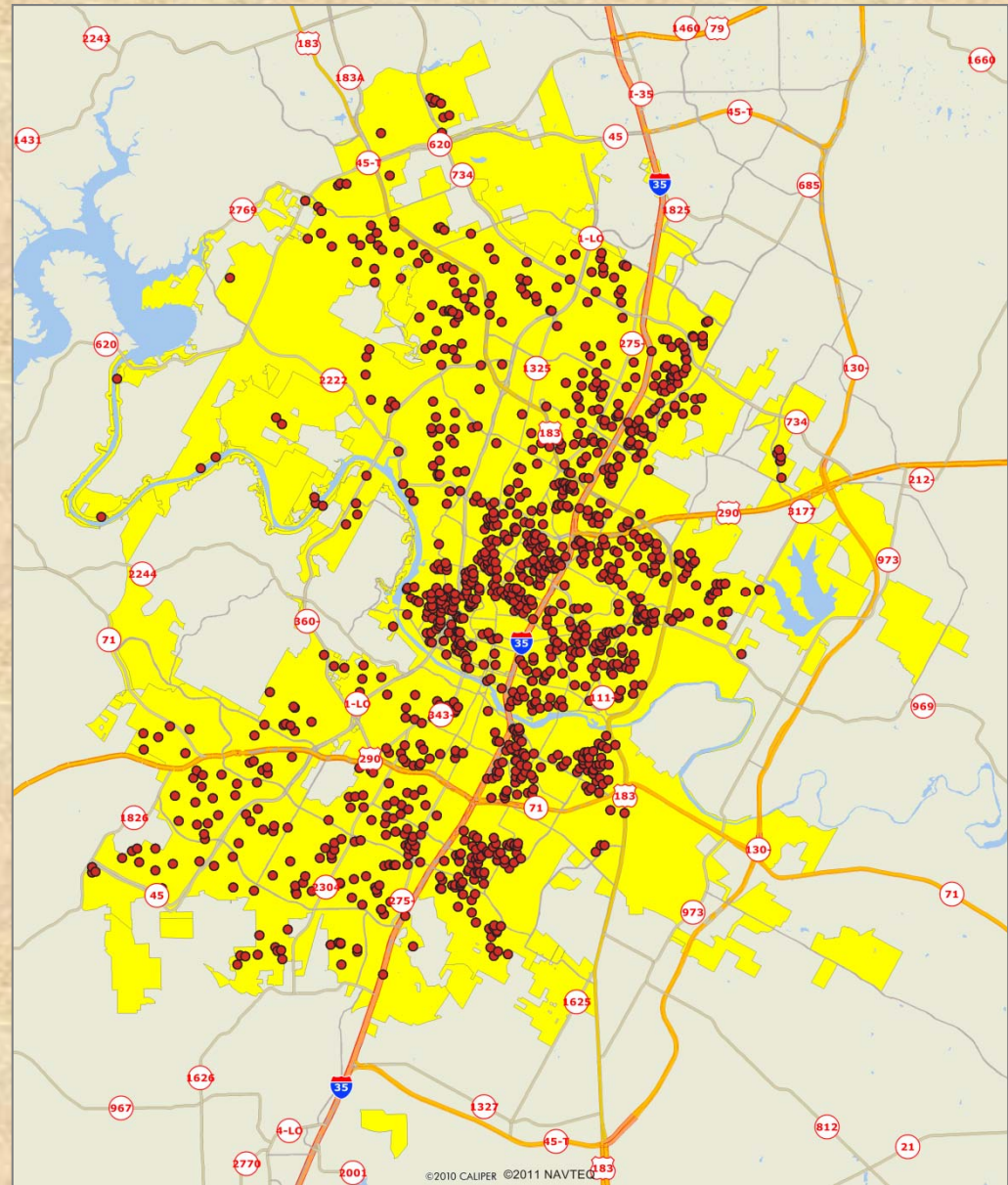
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from 2009 to 2012**
- **To gather input from residents to help set budget priorities**
- **To compare Austin's performance with other large cities**

# Methodology

- **Survey Description**
  - included most of the questions that were asked in 2009, 2010 and 2011
- **Method of Administration**
  - by mail and phone to a randomly selected sample of households (in both English and Spanish)
  - sample was stratified to ensure the completion of at least 200 surveys in each of 6 areas
  - Sample included households with traditional land lines and cell phones
  - each survey took approximately 15 minutes to complete
- **Sample size: 1,264 completed surveys**
- **95% Confidence level; Precision of +/- 2.7%**
- **Sample was representative of the City's population**



# Location of Respondents



5

# Bottom Line Up Front

- Residents Generally Have a Positive Perception of the City
- The City of Austin Continues to Set the Standard for Other Large Cities
- Improvements to City Streets/Sidewalks, Public Safety and Drinking Water Services will have the most positive impact on overall satisfaction over the next year.

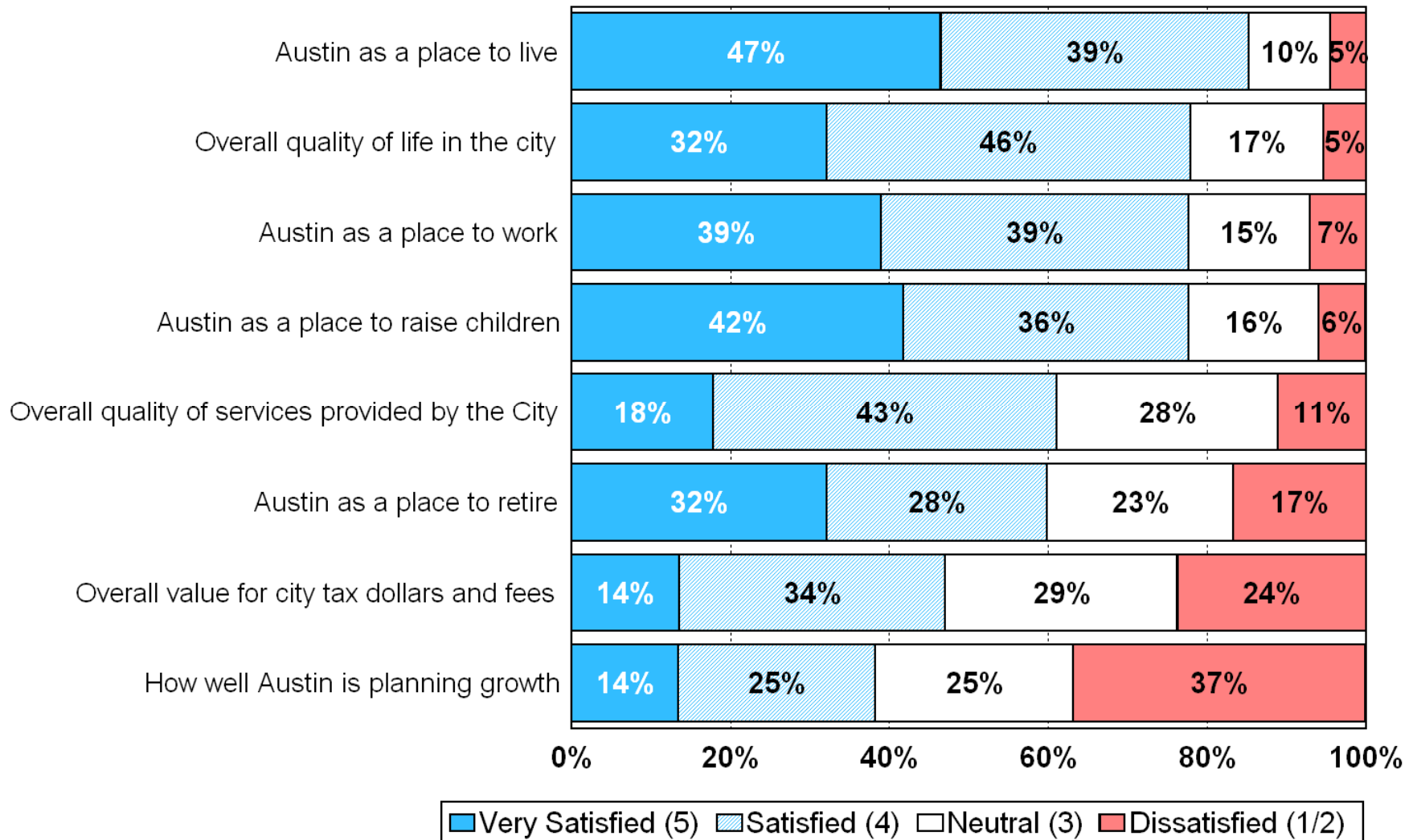
# Major Findings: #1

**Residents Generally Have a  
Positive Perception of the City**



# Q1. Perception Residents Have of the City

by percentage of respondents (excluding don't knows)

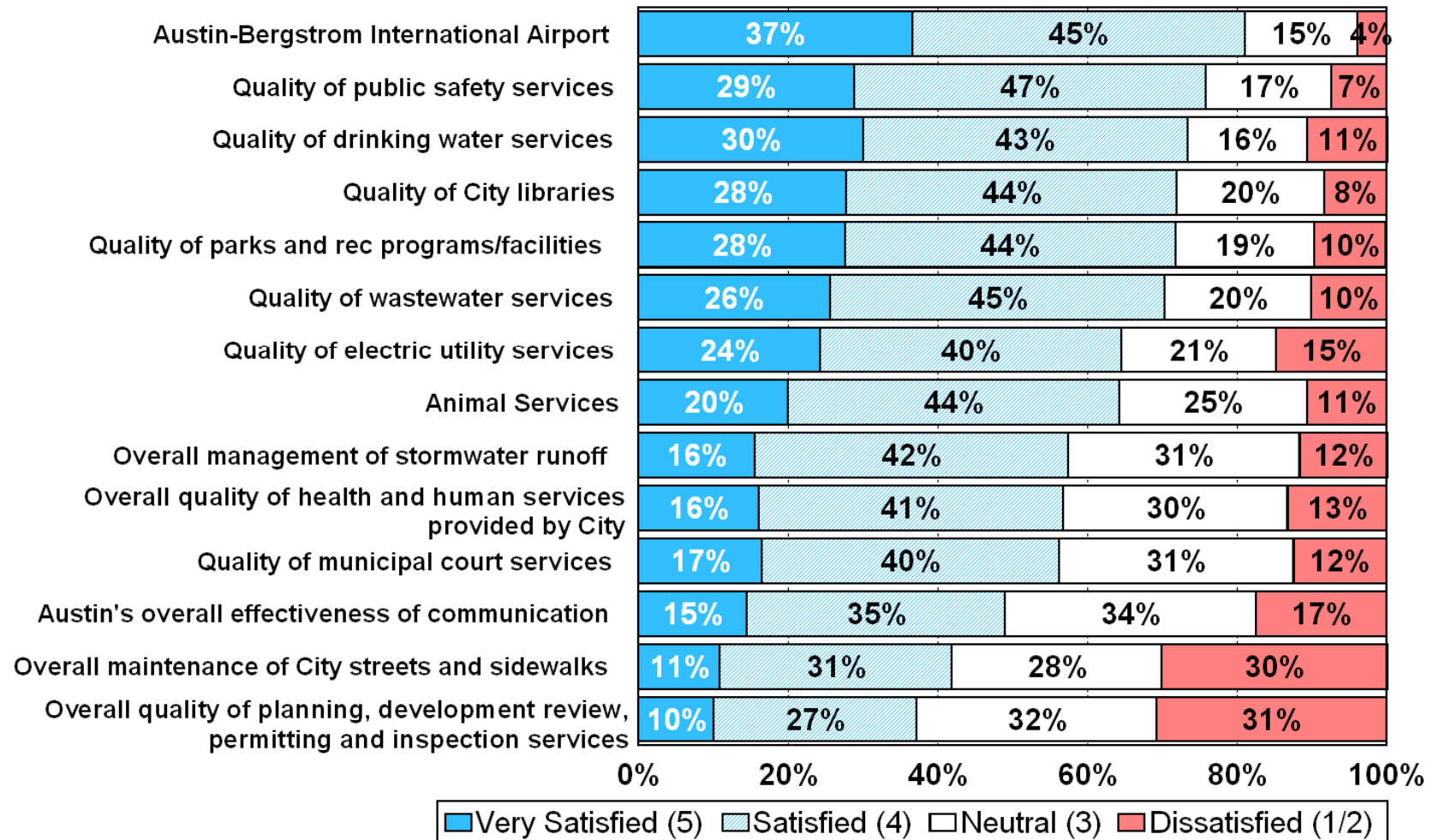


**Most Residents Feel Good About Living in Austin,  
but There Are Still Some Concerns About Growth**



## Q2. Overall Satisfaction With Various Aspects of City Services by Major Category

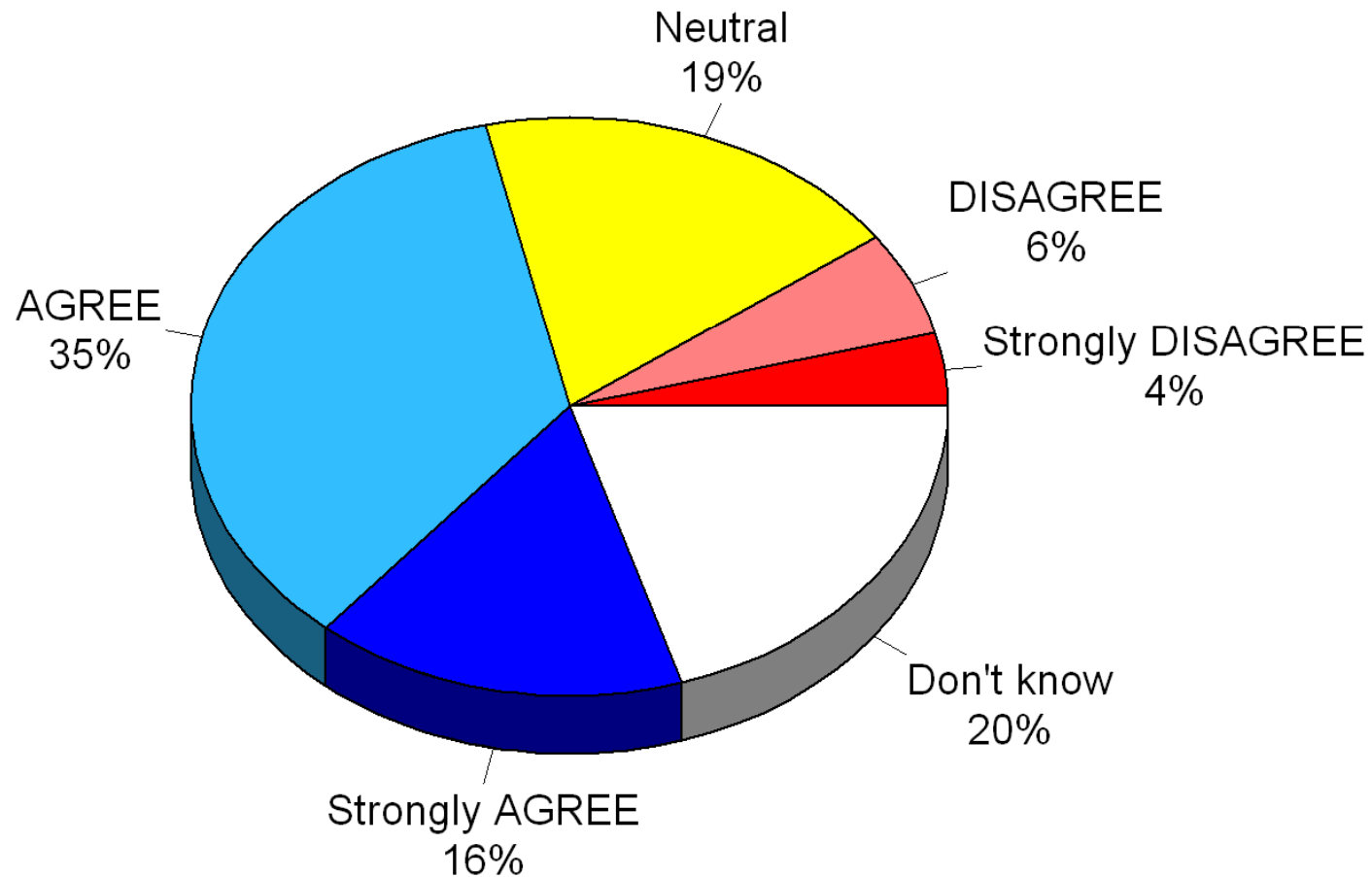
by percentage of respondents (excluding don't knows)



With the Exception of Planning/Development Review/Permitting/Inspection Services and Street/Sidewalk Maintenance, fewer than 18% of the Residents Surveyed Were Dissatisfied With Any of the Overall City Services Assessed

**Q18. Level of Agreement with the statement:  
“Employees of the City of Austin are ethical in  
the way they conduct City business”**

by percentage of respondents



**Only 10% of the Residents Surveyed Disagreed**

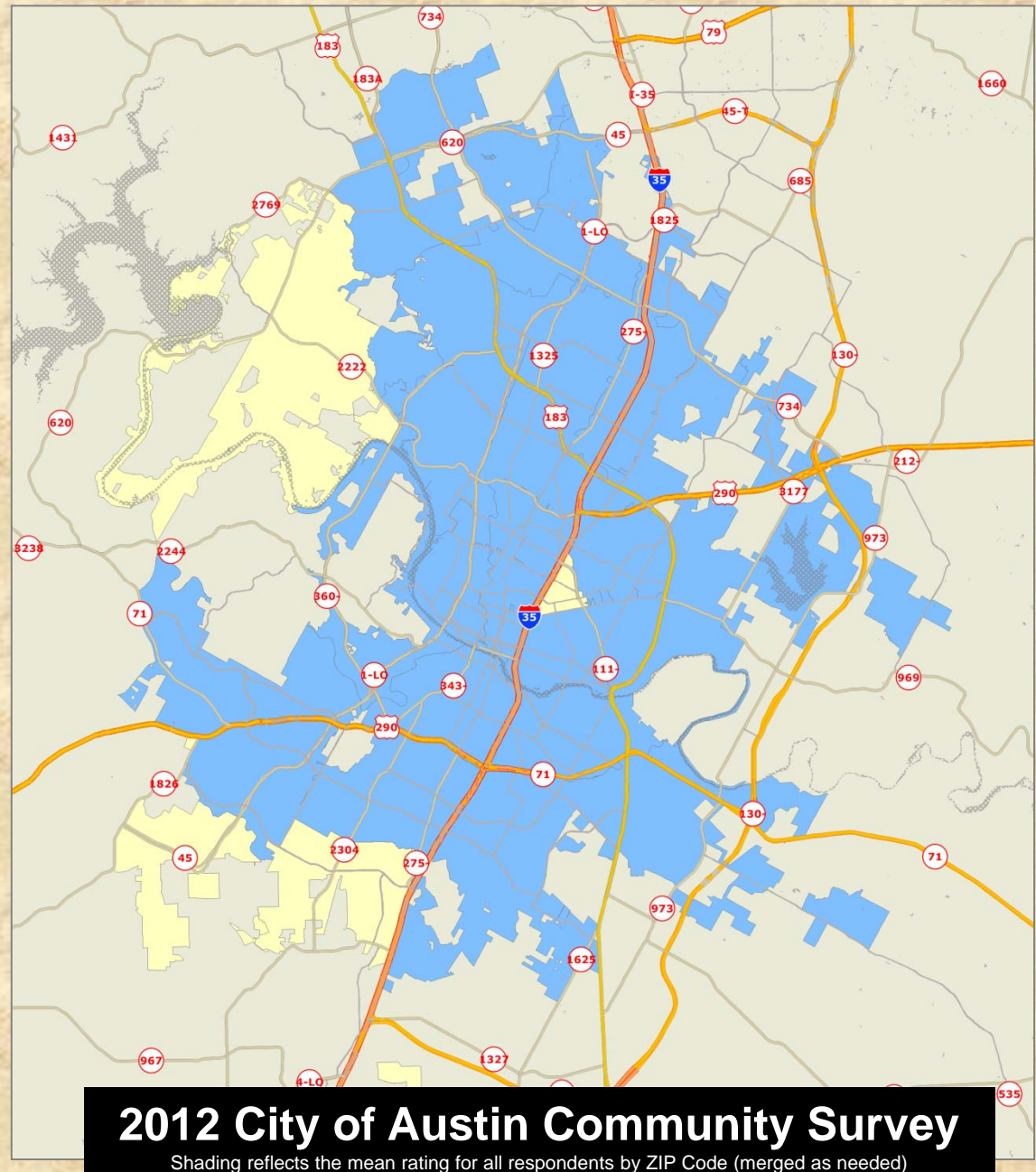
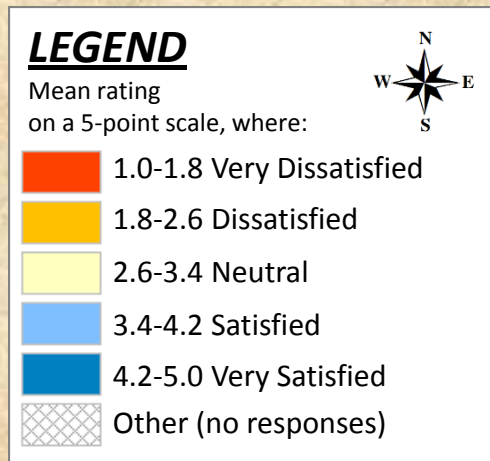
## **Major Findings: #2**

**Overall Satisfaction with  
City Services Is Generally  
the Same Throughout the City**



## Satisfaction with the OVERALL quality of services provided by the City

**While There Are  
Some Differences for  
Specific Services,  
Overall Satisfaction  
With City Services  
Is the Same in Most  
Parts of the City**





## **Major Finding #3**

**Satisfaction Levels in the  
City of Austin Are  
Higher than the  
National Average**

# Benchmarking Communities

(over 250,000 population)

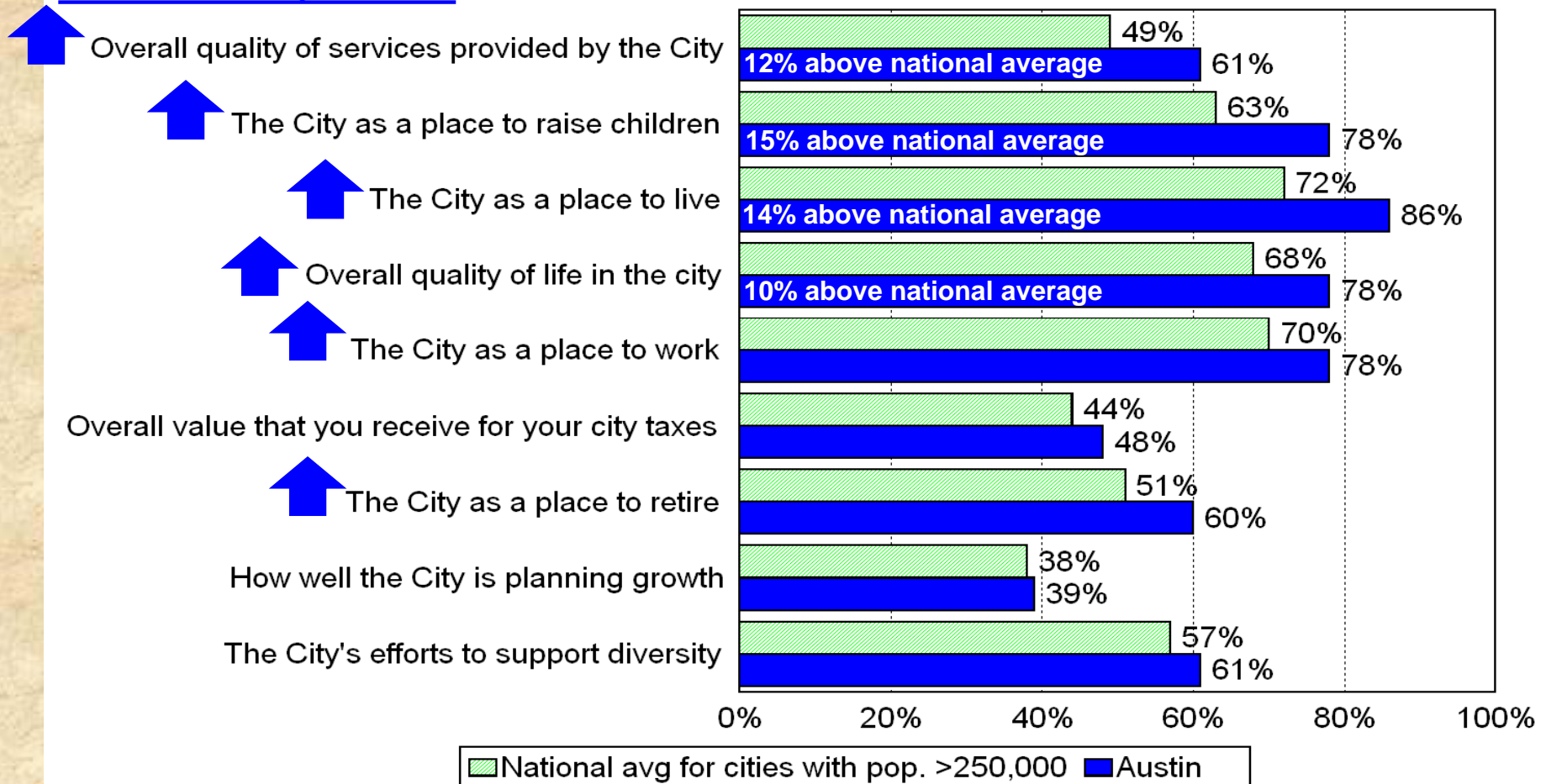
- ① Arlington County, VA
- ① Arlington, TX
- ① Austin, TX
- ① Dallas, TX
- ① Denver, CO
- ① Des Moines, IA
- ① Detroit, MI
- ① Durham, NC
- ① Fort Lauderdale, FL
- ① Fort Worth, TX
- ① Houston, TX
- ① Indianapolis, IN
- ① Johnson County, KS
- ① Kansas City, MO
- ① Miami-Dade County, FL
- ① Minneapolis, MN
- ① Oklahoma City, OK
- ① Providence, RI
- ① San Antonio, TX
- ① San Bernardino County, CA
- ① San Diego, CA
- ① Seattle, WA
- ① St. Louis, MO
- ① Tempe, AZ
- ① Tulsa, OK
- ① Tucson, AZ
- ① Wichita, KS
- ① Yuma County, AZ

# Perceptions of the City

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

Significantly Higher: ↑

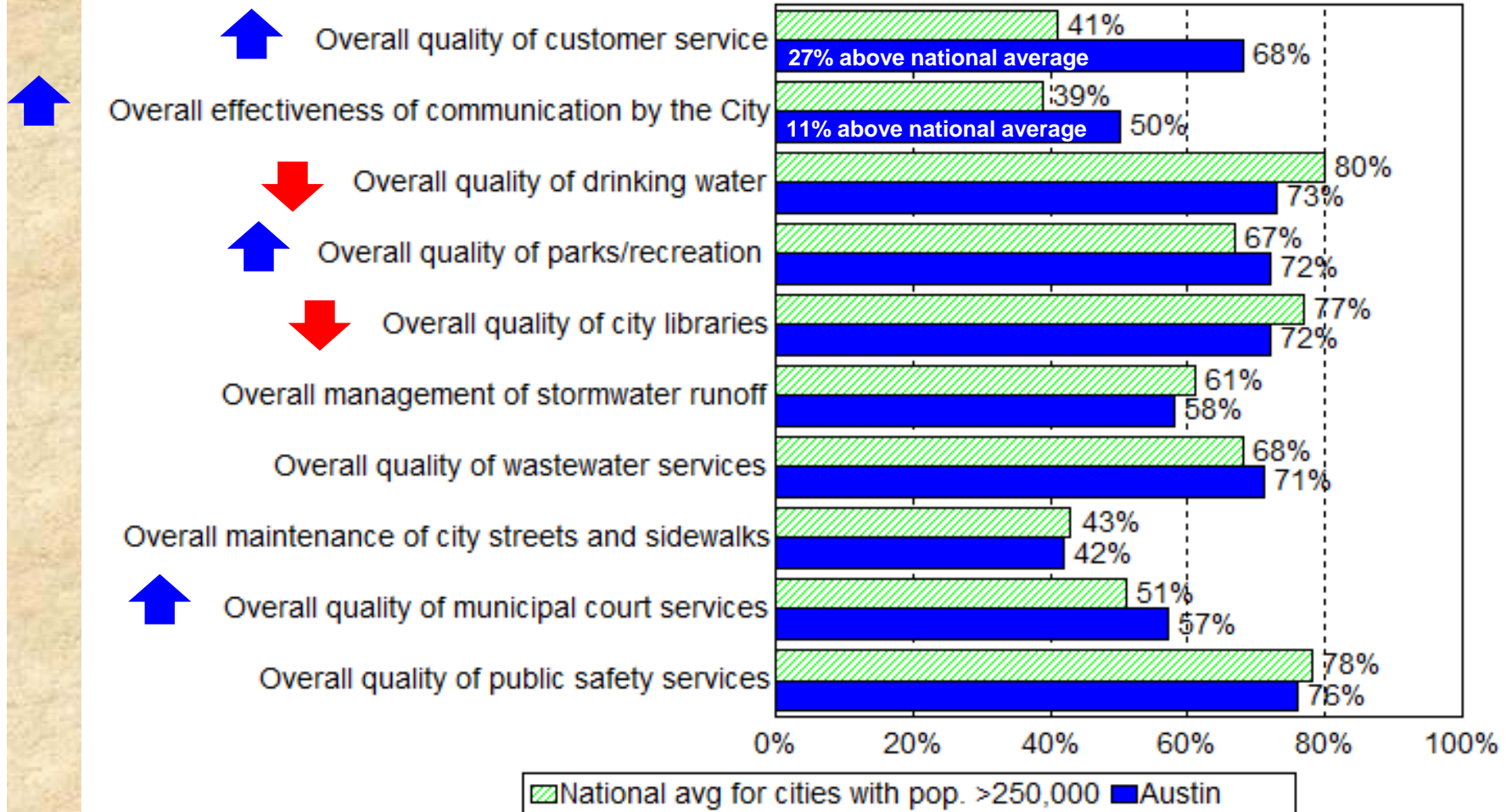
Significantly Lower: ↓

# Satisfaction with Major Categories of City Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

16

Significantly Higher: ↑

Significantly Lower: ↓

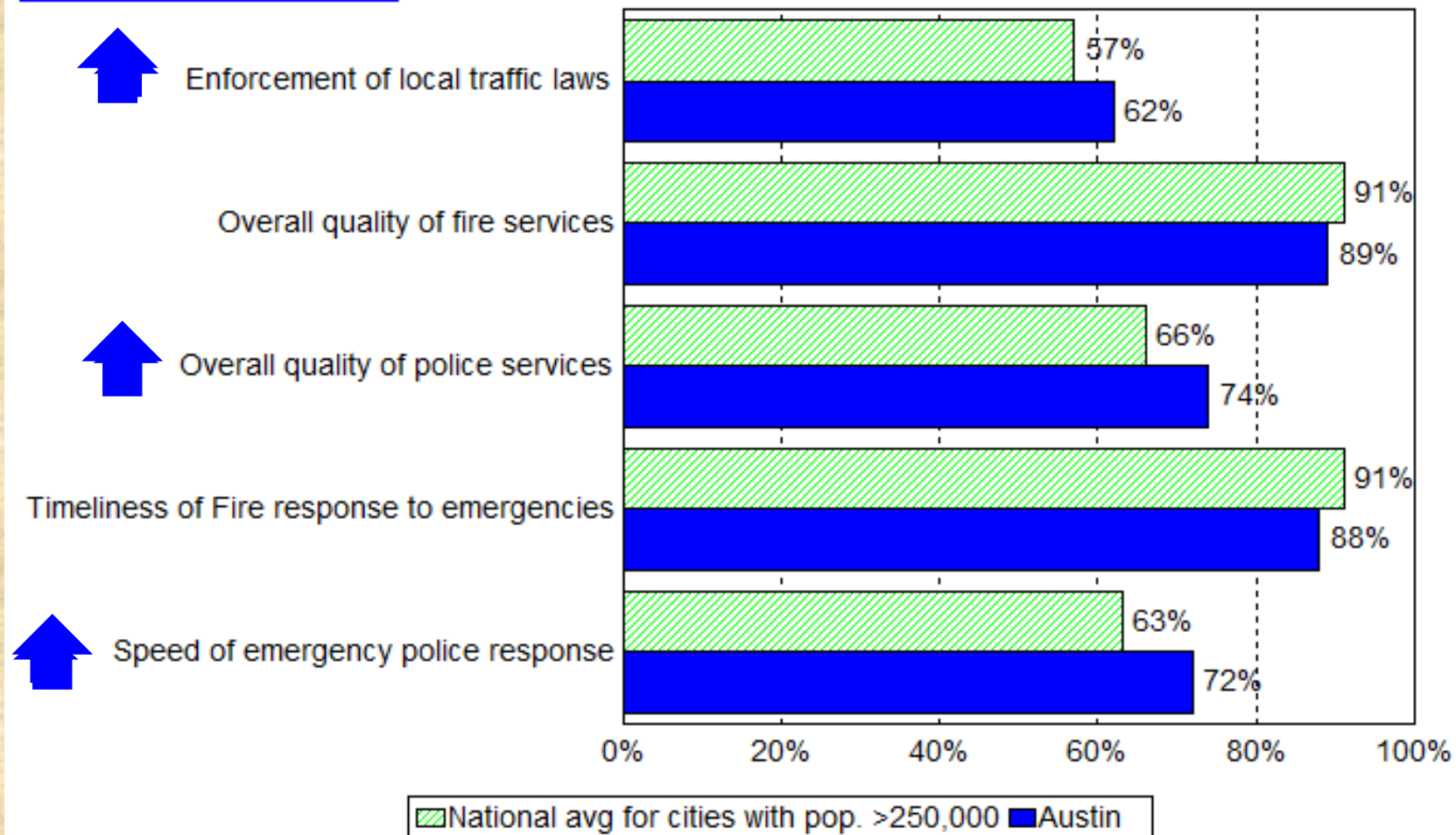


# Satisfaction with Public Safety Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

17

Significantly Higher: ↑

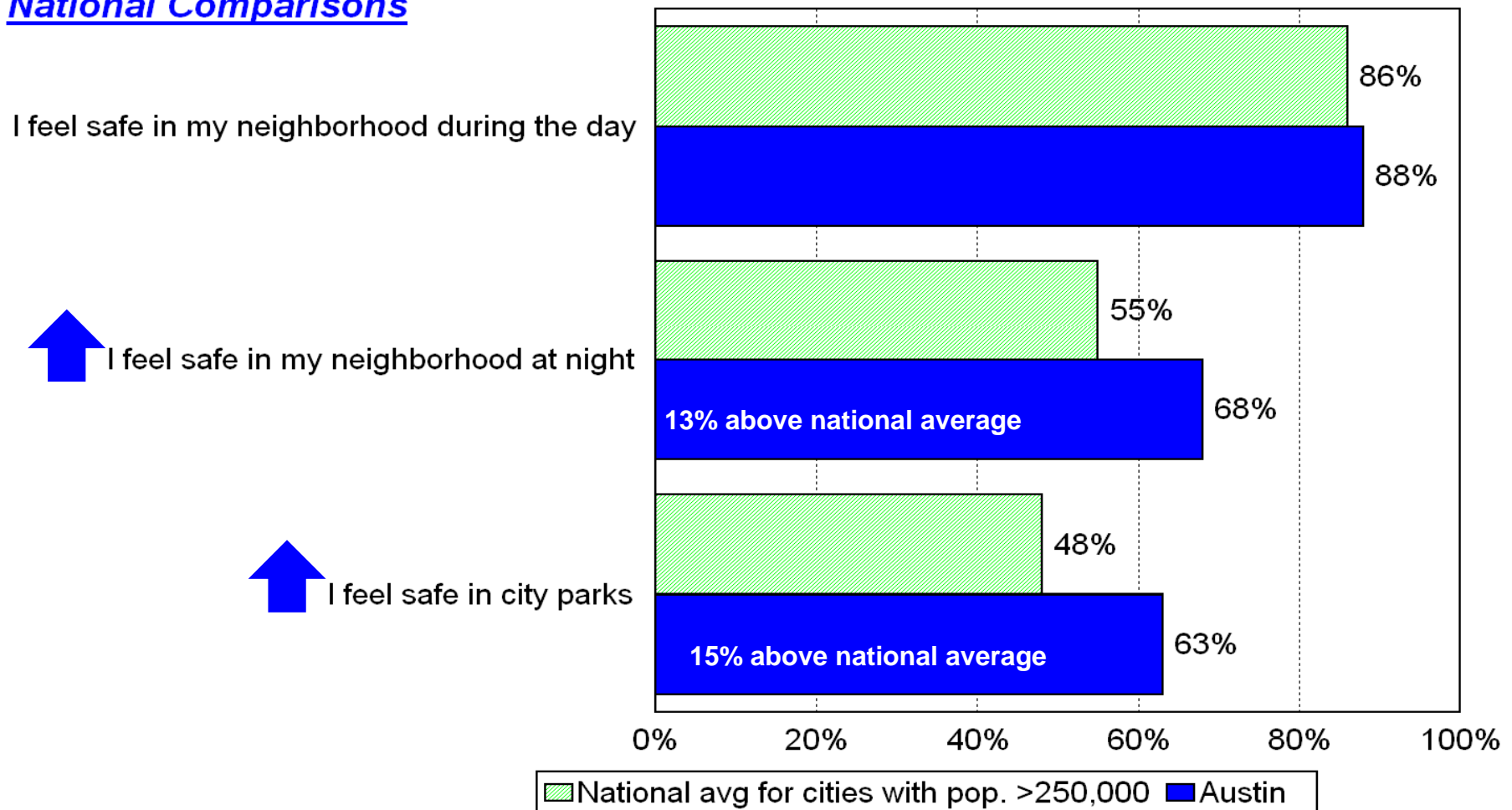
Significantly Lower: ↓

# Feeling of Safety in the City

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "strongly agree"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

18

Significantly Higher: ↑

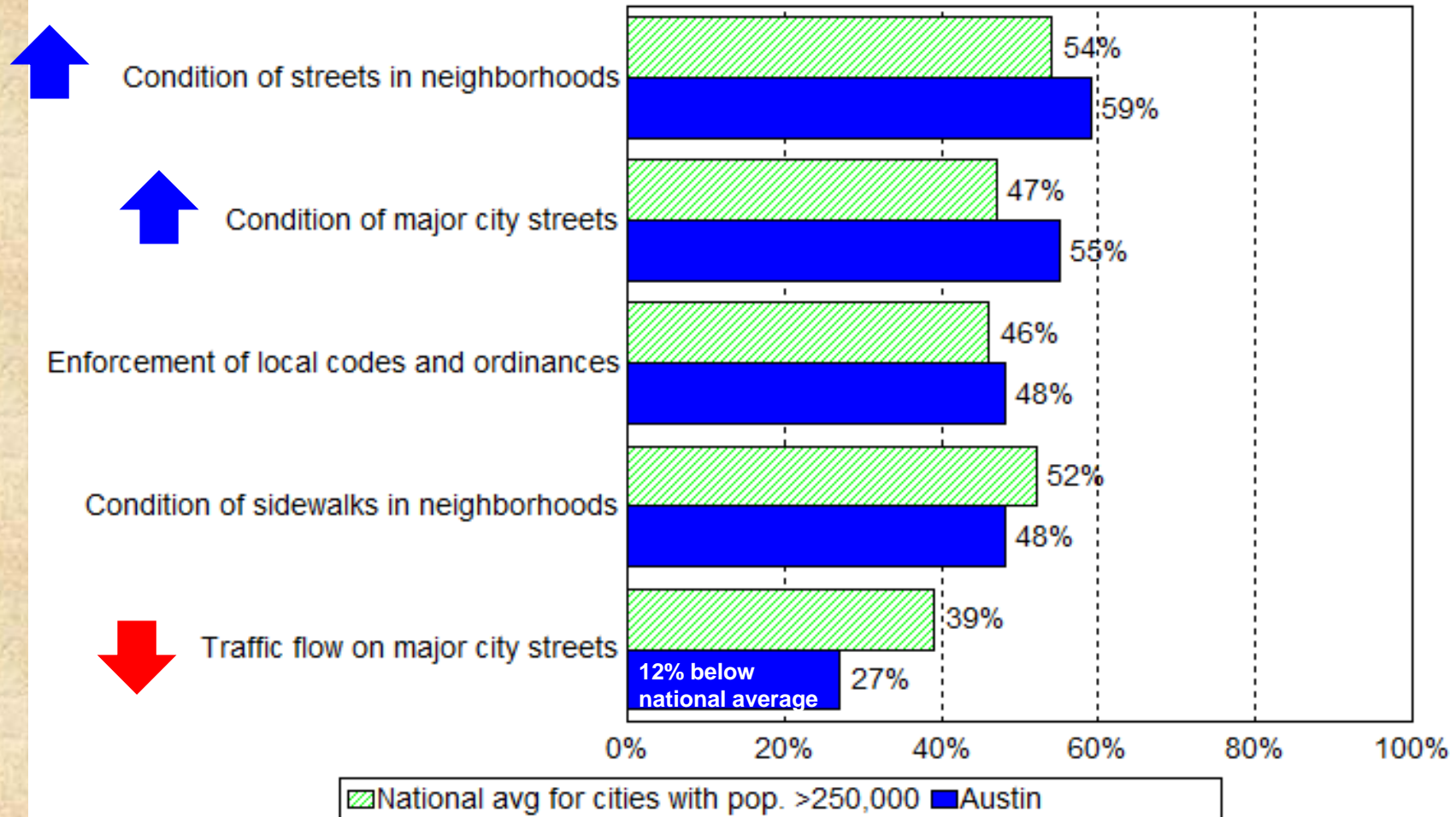
Significantly Lower: ↓

# Satisfaction with Maintenance Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

19

Significantly Higher: ↑

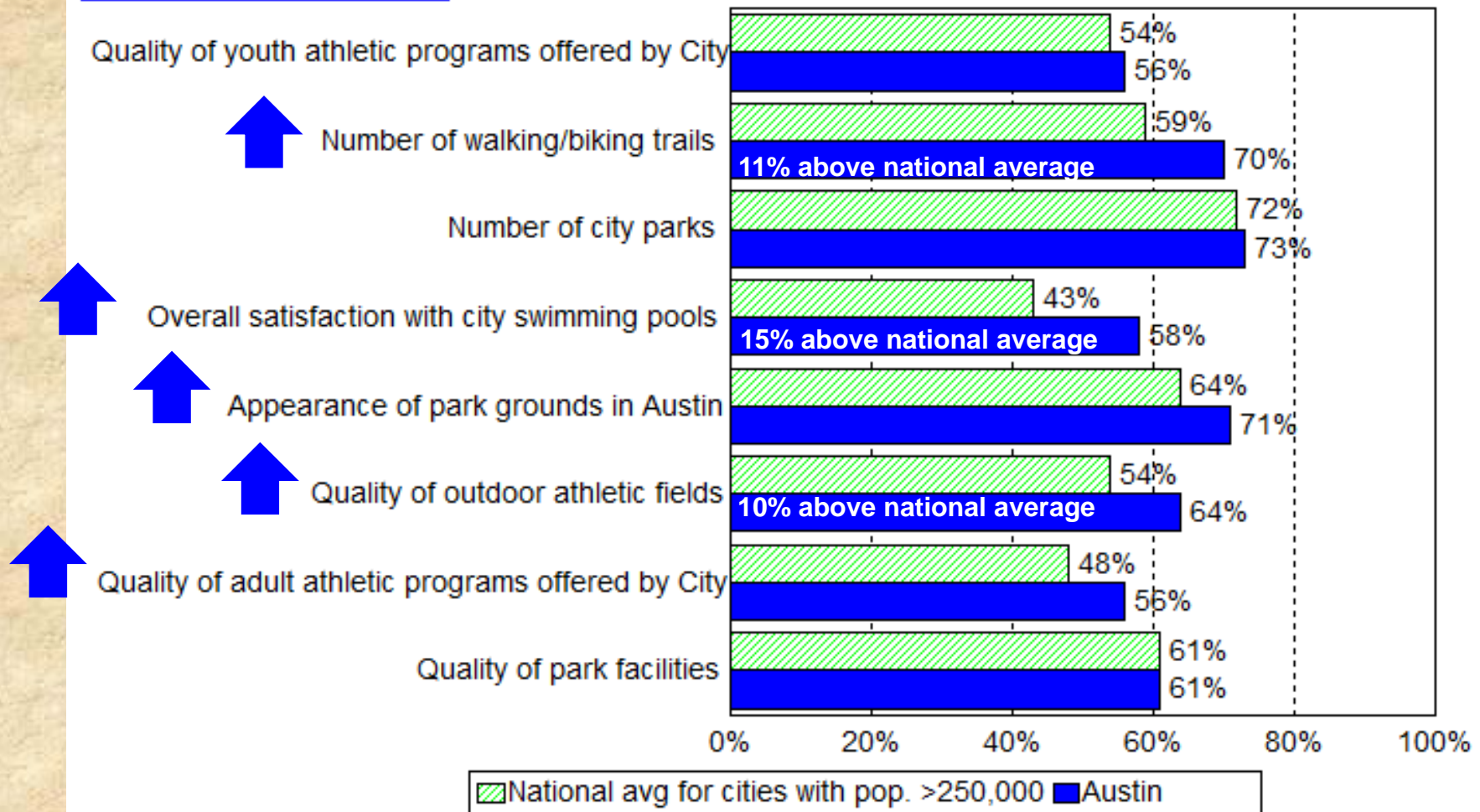
Significantly Lower: ↓

# Satisfaction with Parks and Recreation Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

20

Significantly Higher: ↑

Significantly Lower: ↓

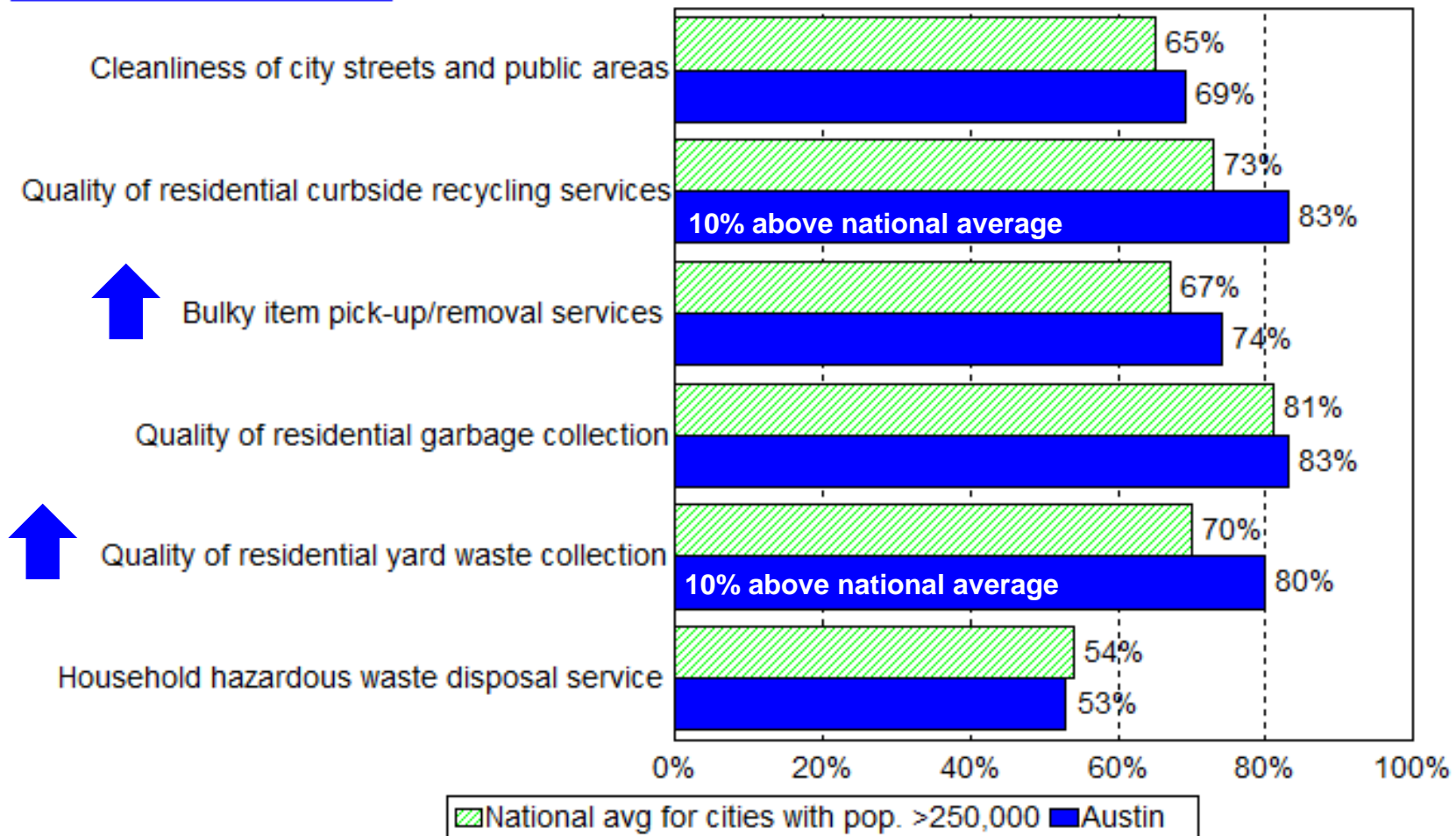


# Satisfaction with Neighborhood Services

## Austin vs. Large U.S. Cities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Source: ETC Institute DirectionFinder (2012) Final Results

21

Significantly Higher: ↑

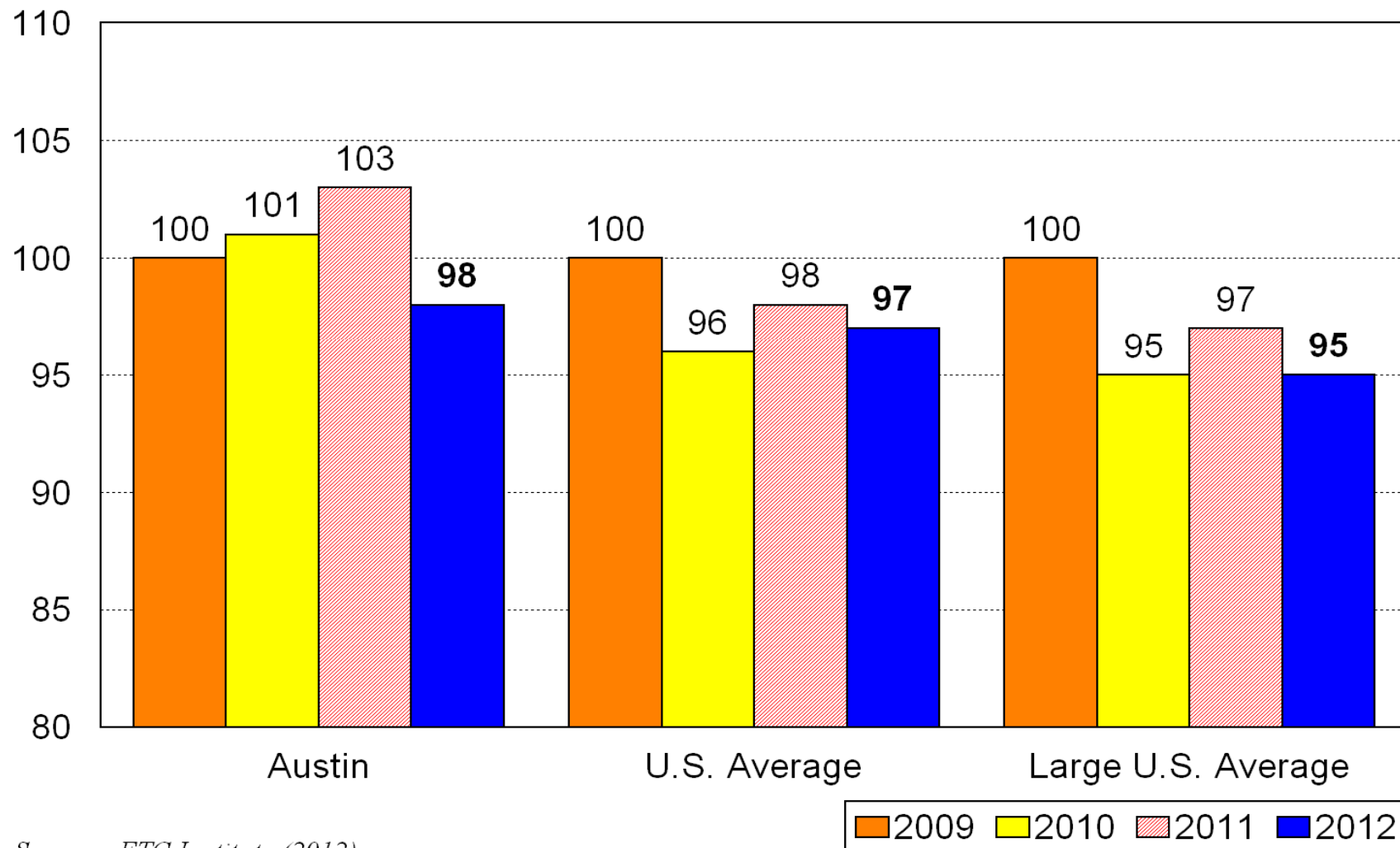
Significantly Lower: ↓

## **Major Findings: #4**

**Although Austin is Still Setting  
the Standard for Service  
Delivery, Satisfaction with City  
Services Decreased Slightly  
This Year**

# Overall Composite Customer Satisfaction Index 2009 vs. 2010 vs. 2011 vs. 2012

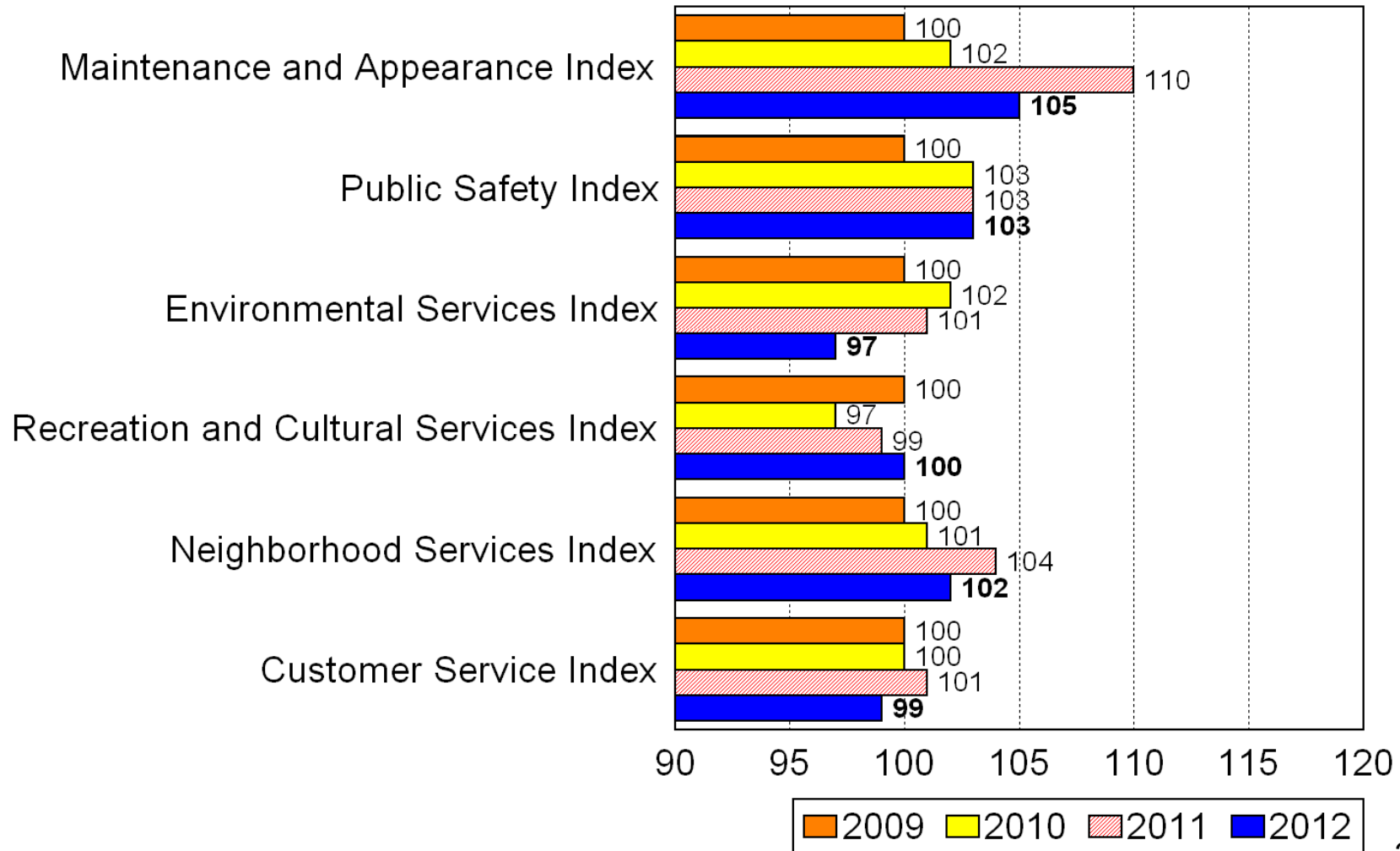
derived from the mean positive ratings provided by residents  
Year 2009=100



Source: ETC Institute (2012)

# Composite Customer Satisfaction Index by Department/Area: 2009 vs. 2010 vs. 2011 vs. 2012

derived from the mean positive ratings provided by residents  
Year 2009=100



Source: ETC Institute (2012)



# Notable Increases in Satisfaction From 2011

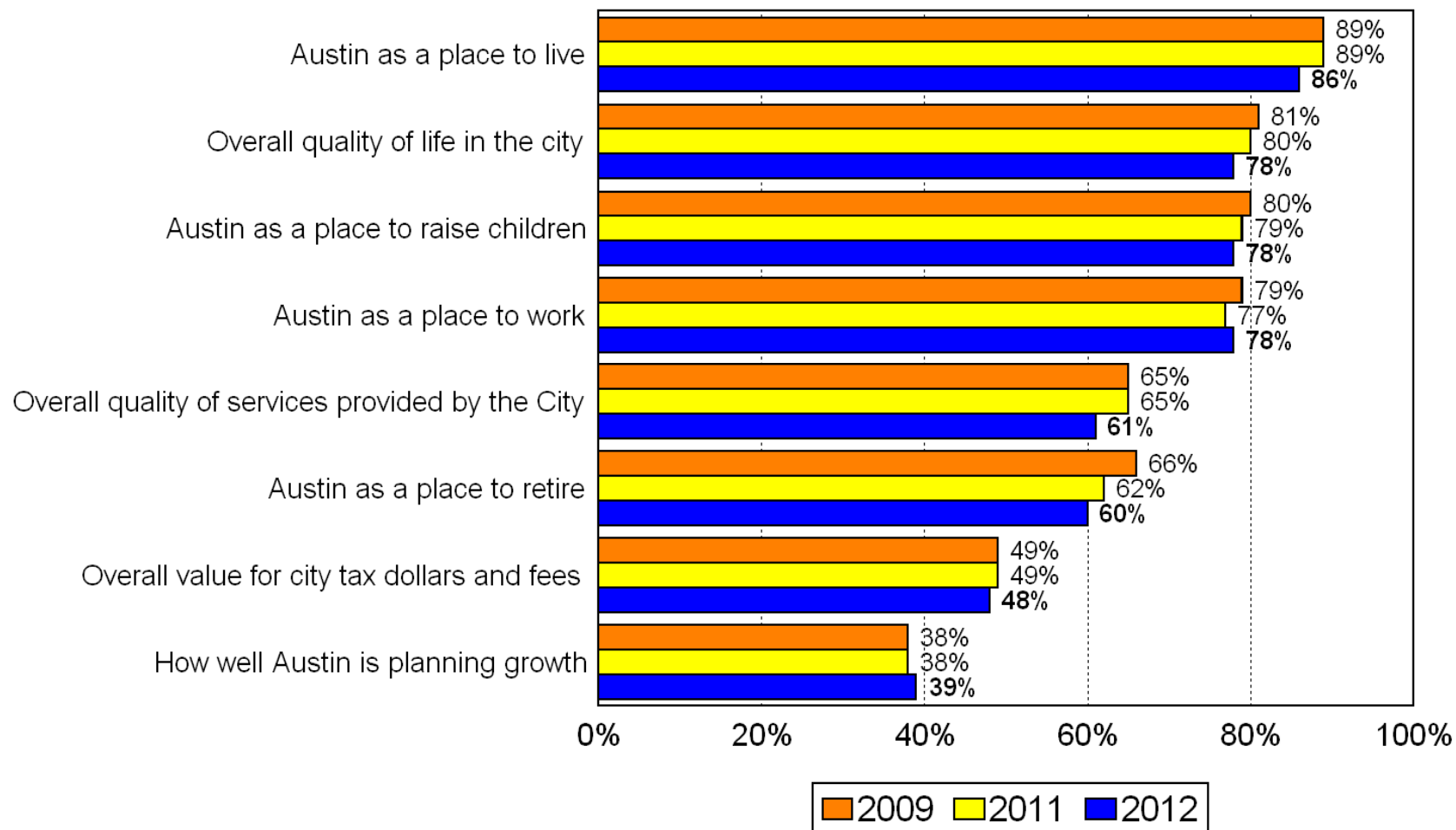
- ☐ Quality of outdoor athletic fields (+6%)
- ☐ Quality of adult athletic programs (+4%)
- ☐ Library programs (+3%)
- ☐ Accessibility of municipal court services (+3%)
- ☐ Enforcement of local codes and ordinances (+2%)
- ☐ Cleanliness of library facilities (+2%)
- ☐ Appearance of park grounds in Austin (+2%)
- ☐ Number of walking/biking trails (+2%)
- ☐ Quality of youth athletic programs (+2%)

# Notable Decreases in Satisfaction From 2011

- ☐ Quality of electric services (-8%)
- ☐ Condition of streets in your neighborhood (-7%)
- ☐ Food Safety Inspection Program (-6%)
- ☐ Condition of sidewalks in your neighborhood (-6%)
- ☐ Overall maintenance of City streets and sidewalks (-6%)
- ☐ Availability of affordable housing (-5%)
- ☐ Animal Services (-5%)
- ☐ Quality of drinking water services (-5%)

# Overall Perception Residents Have of the City - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

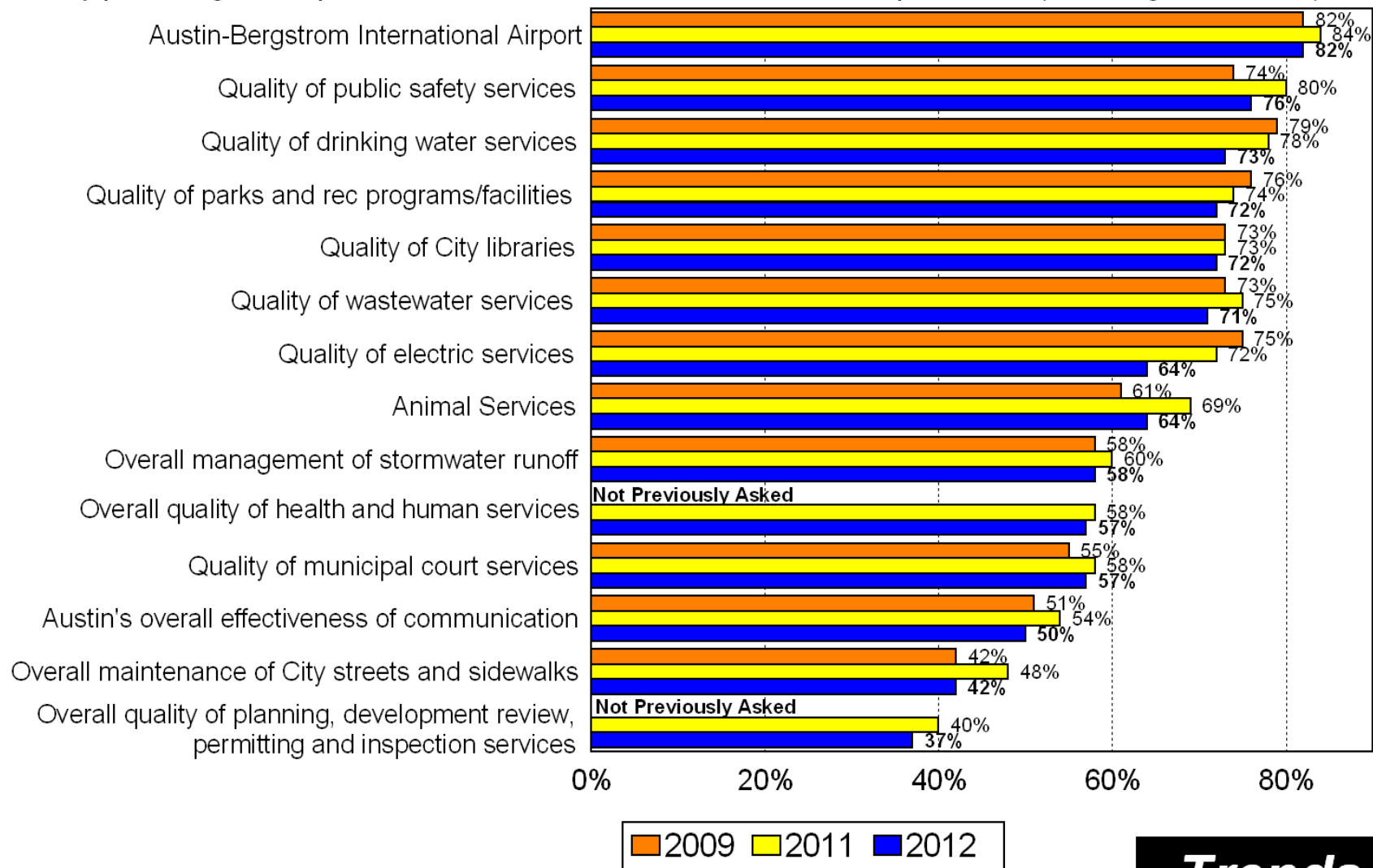


Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Overall Satisfaction With Various Aspects of City Services by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

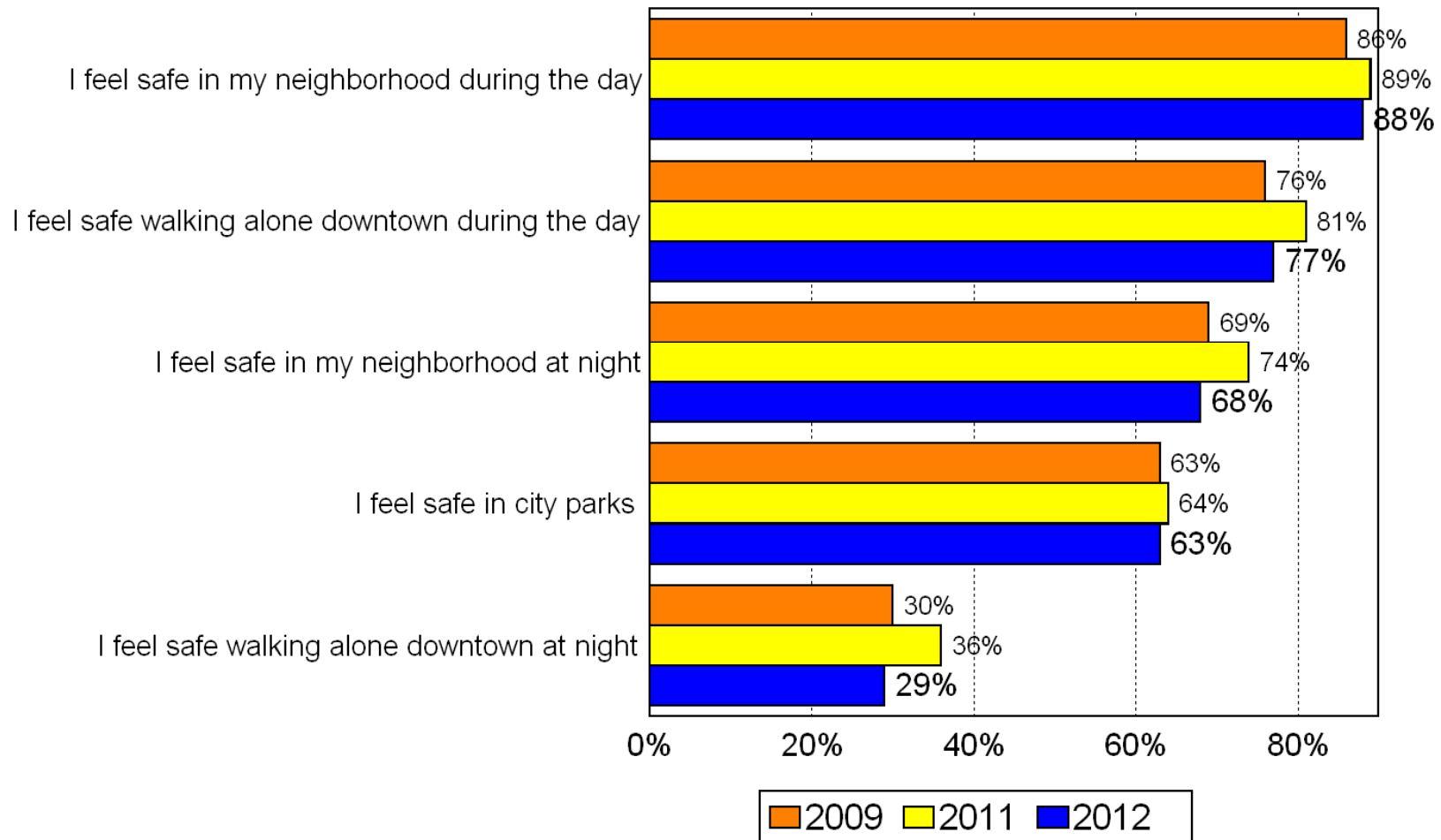


**Trends**



# Perceptions of Public Safety and Security - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

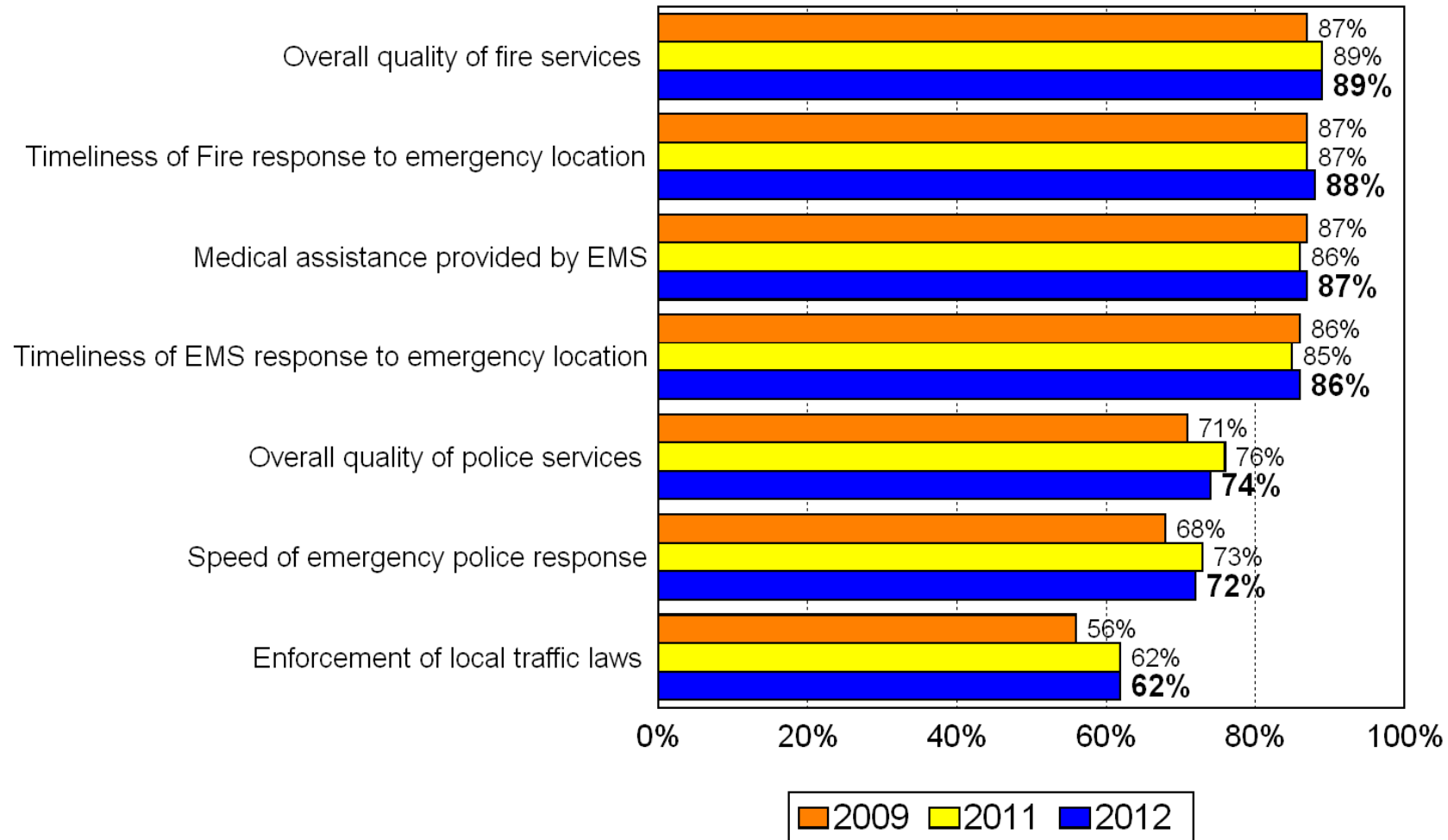


Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Satisfaction With Various Aspects of Public Safety by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

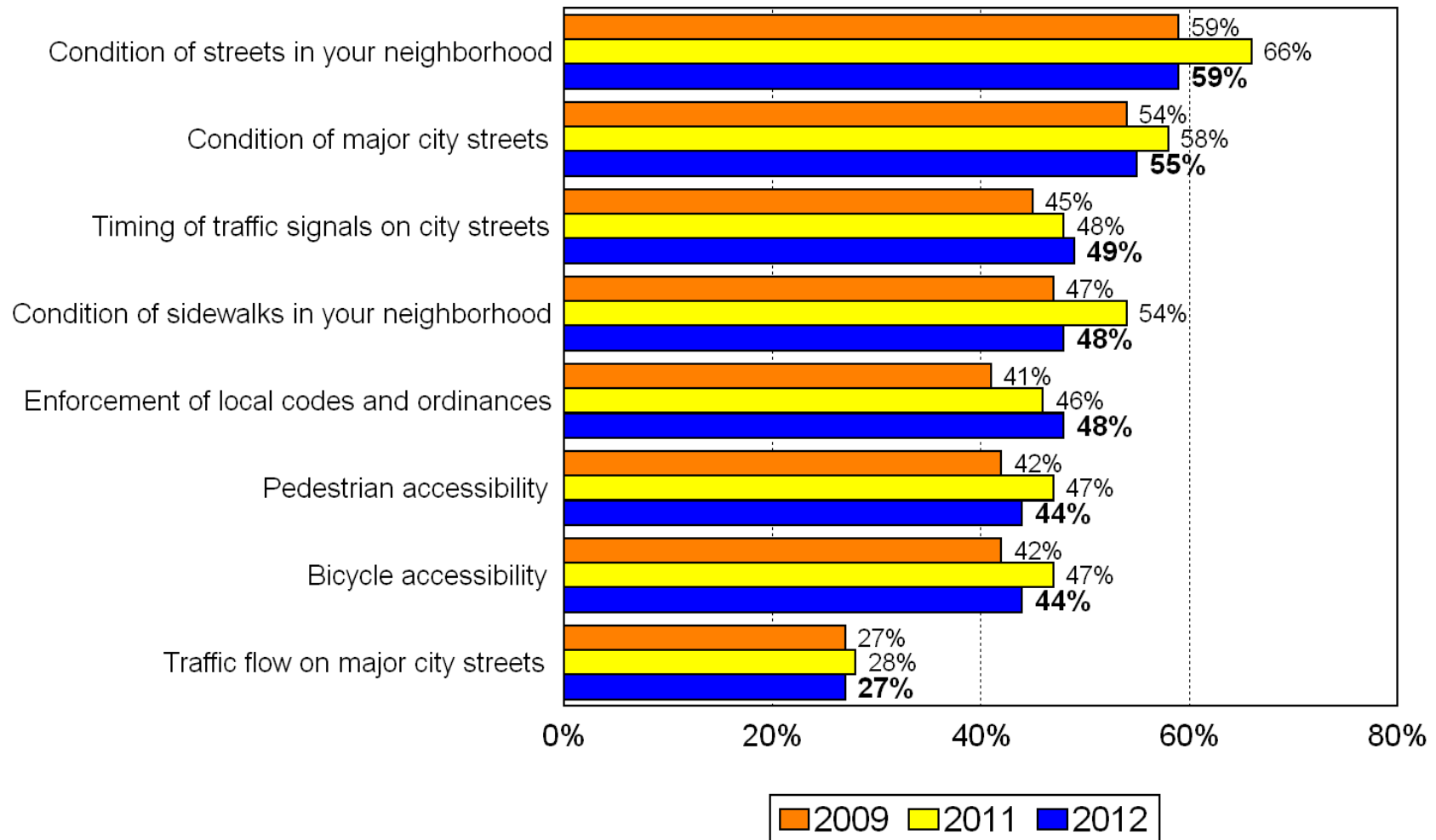


Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Satisfaction With Various Aspects of Maintenance and Appearance by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

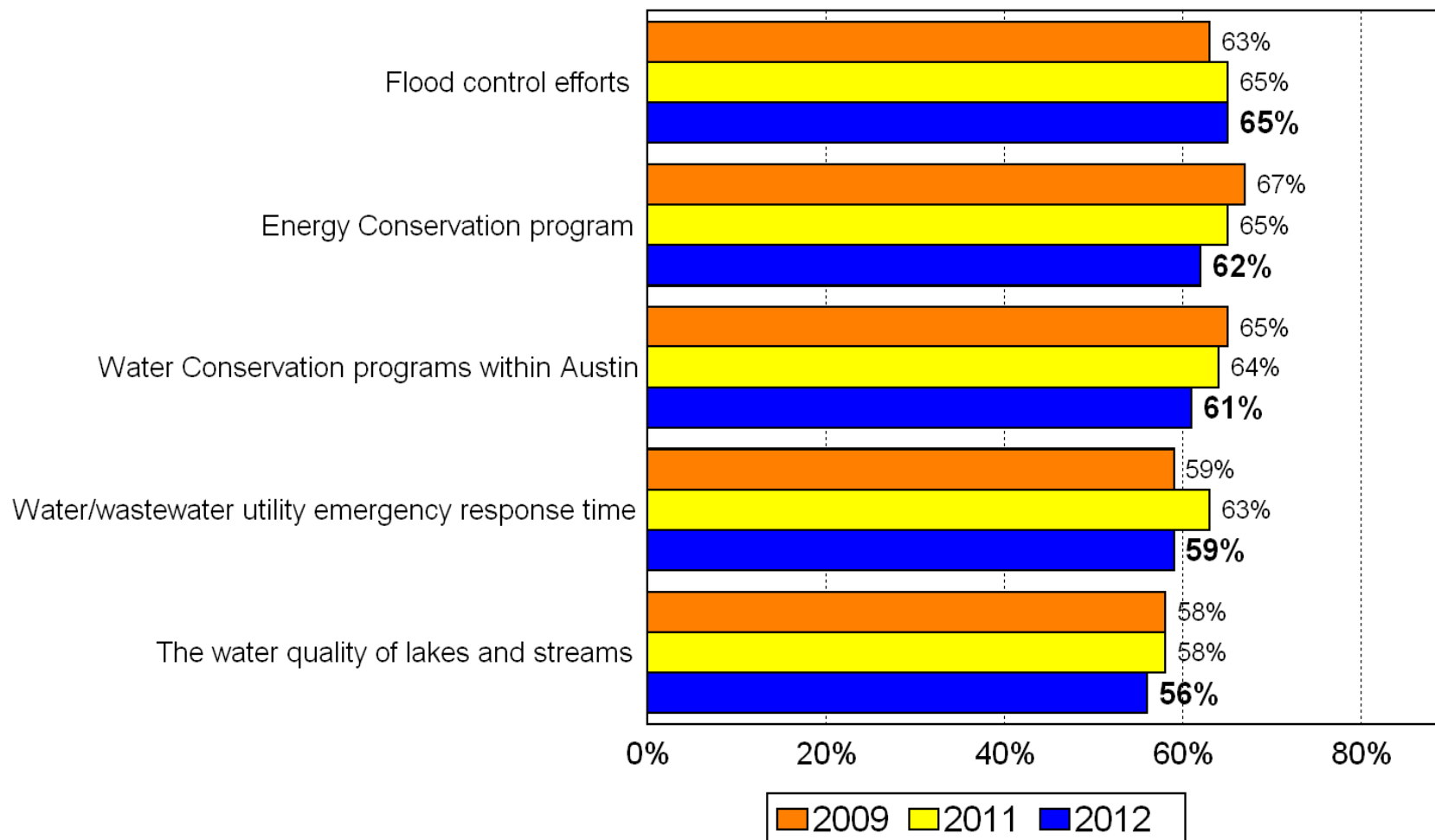


Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Satisfaction With Various Aspects of Environmental Services by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



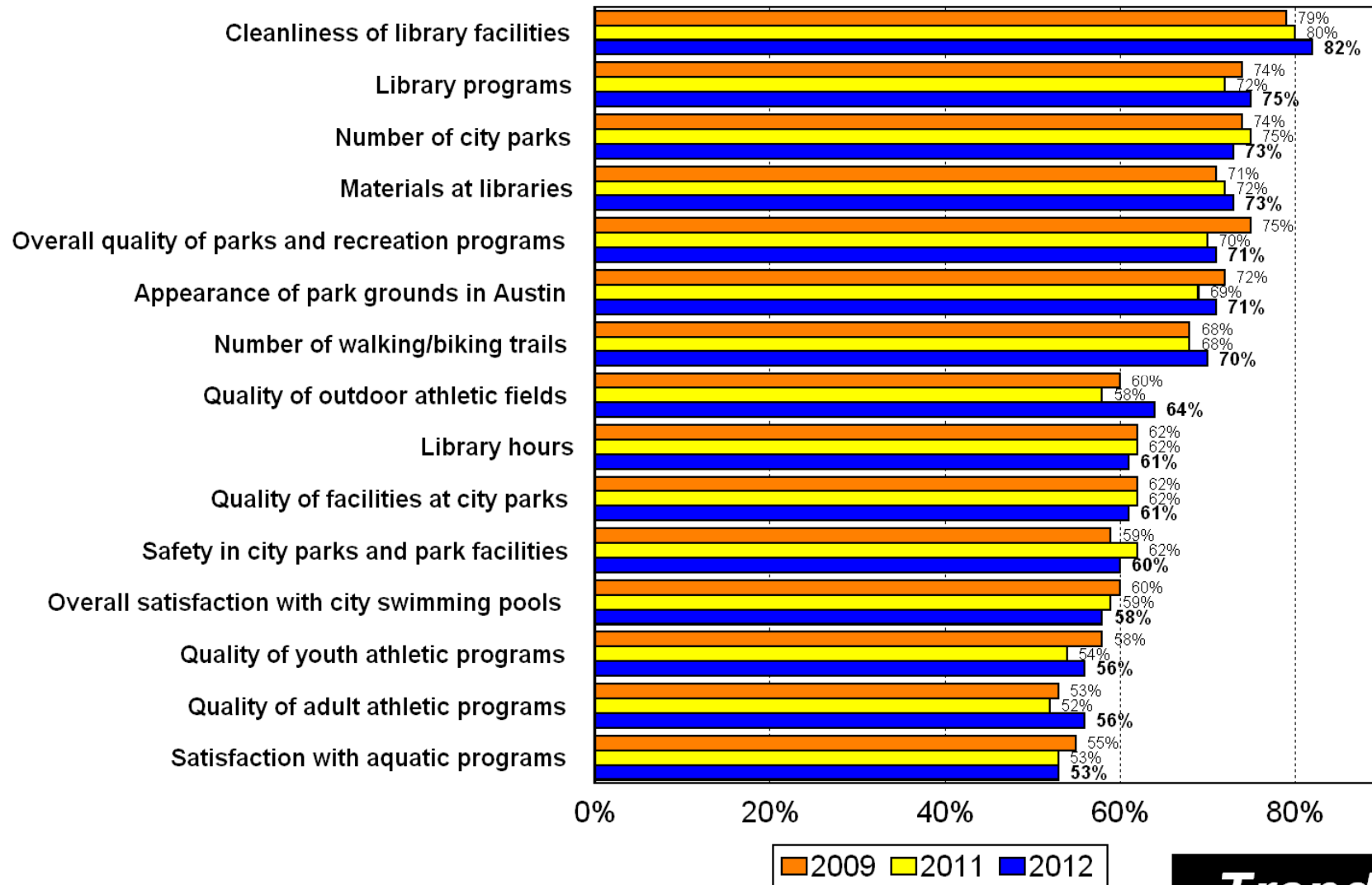
Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**



# Satisfaction With Various Aspects of Recreation and Cultural Services by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

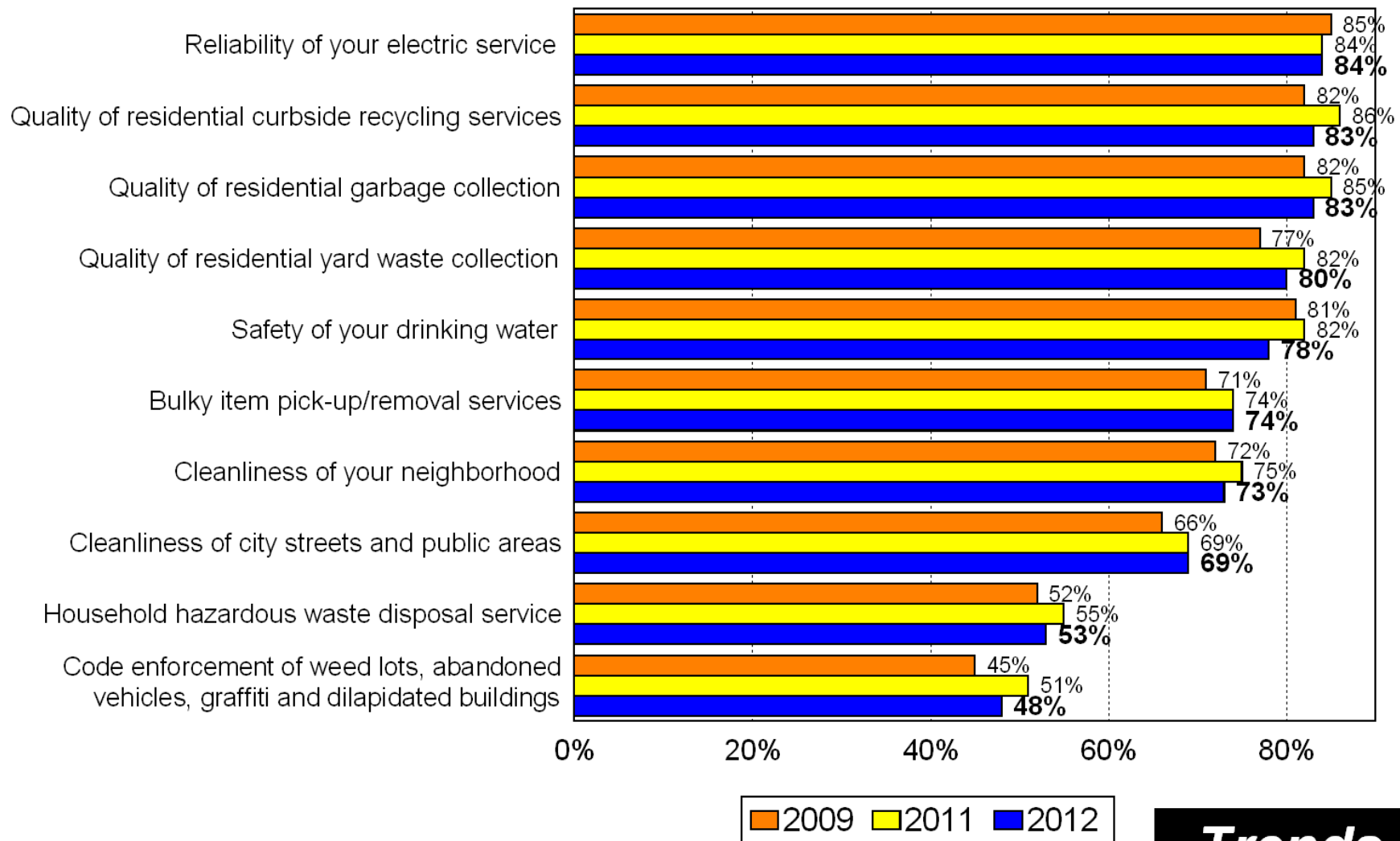


Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Satisfaction With Various Aspects of Residential and Neighborhood Services by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

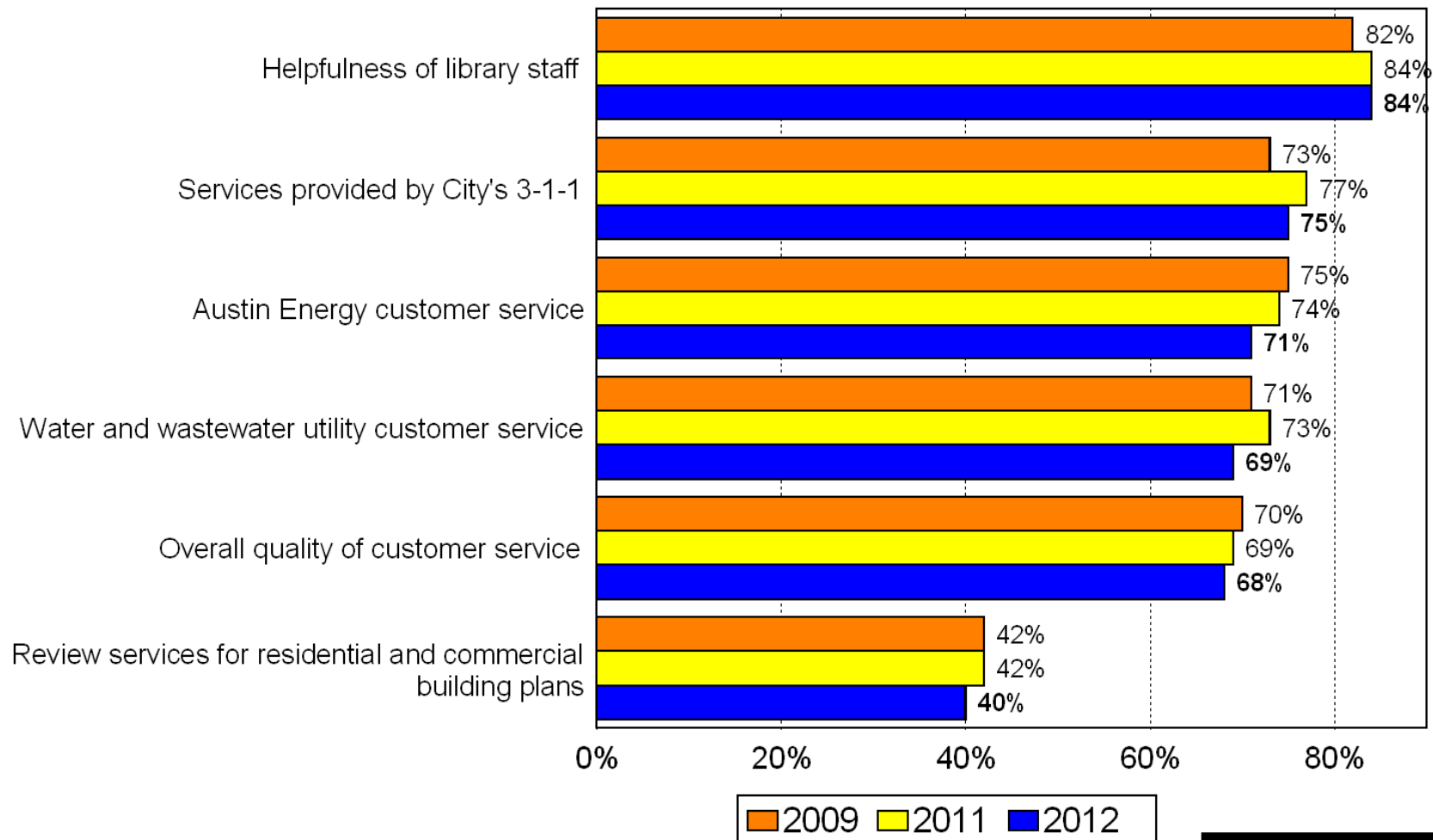


Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Satisfaction With Various Aspects of Customer Service by Major Category - 2009, 2011 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Austin, TX)

**Trends**

# Major Finding #5

## Priorities for Investment



# Importance-Satisfaction Rating

Austin, TX

## OVERALL

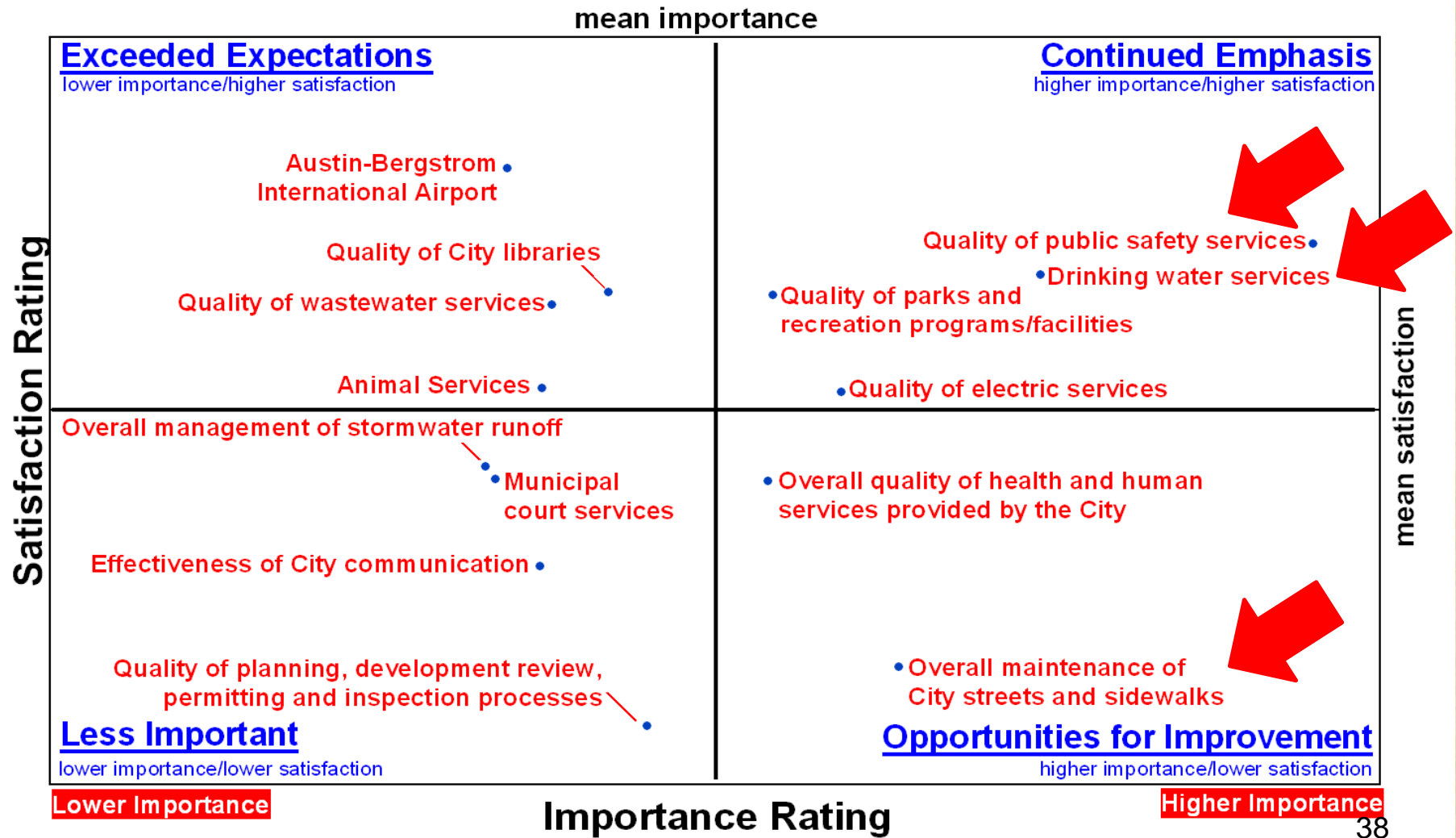
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of City streets and sidewalks	29%	3	42%	13	0.1691	1
Quality of public safety services	54%	1	76%	2	0.1301	2
Quality of drinking water services	38%	2	73%	3	0.1000	3
<b>Medium Priority (IS &lt;.10)</b>						
Quality of electric utility services	26%	4	64%	8	0.0922	4
Overall quality of health and human services provided by City	21%	6	57%	11	0.0916	5
Overall quality of planning, development review, permitting and inspection services	14%	7	37%	14	0.0873	6
Quality of parks and rec programs/facilities	22%	5	72%	5	0.0606	7
Austin's overall effectiveness of communication	8%	11	50%	12	0.0375	8
Quality of City libraries	12%	8	72%	4	0.0325	9
Animal Services	8%	10	64%	7	0.0271	10
Quality of wastewater services	8%	9	71%	6	0.0238	11
Quality of municipal court services	5%	13	57%	10	0.0206	12
Overall management of stormwater runoff	4%	14	58%	9	0.0176	13
Austin-Bergstrom International Airport	6%	12	82%	1	0.0099	14

Overall Priorities:

# 2012 City of Austin DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

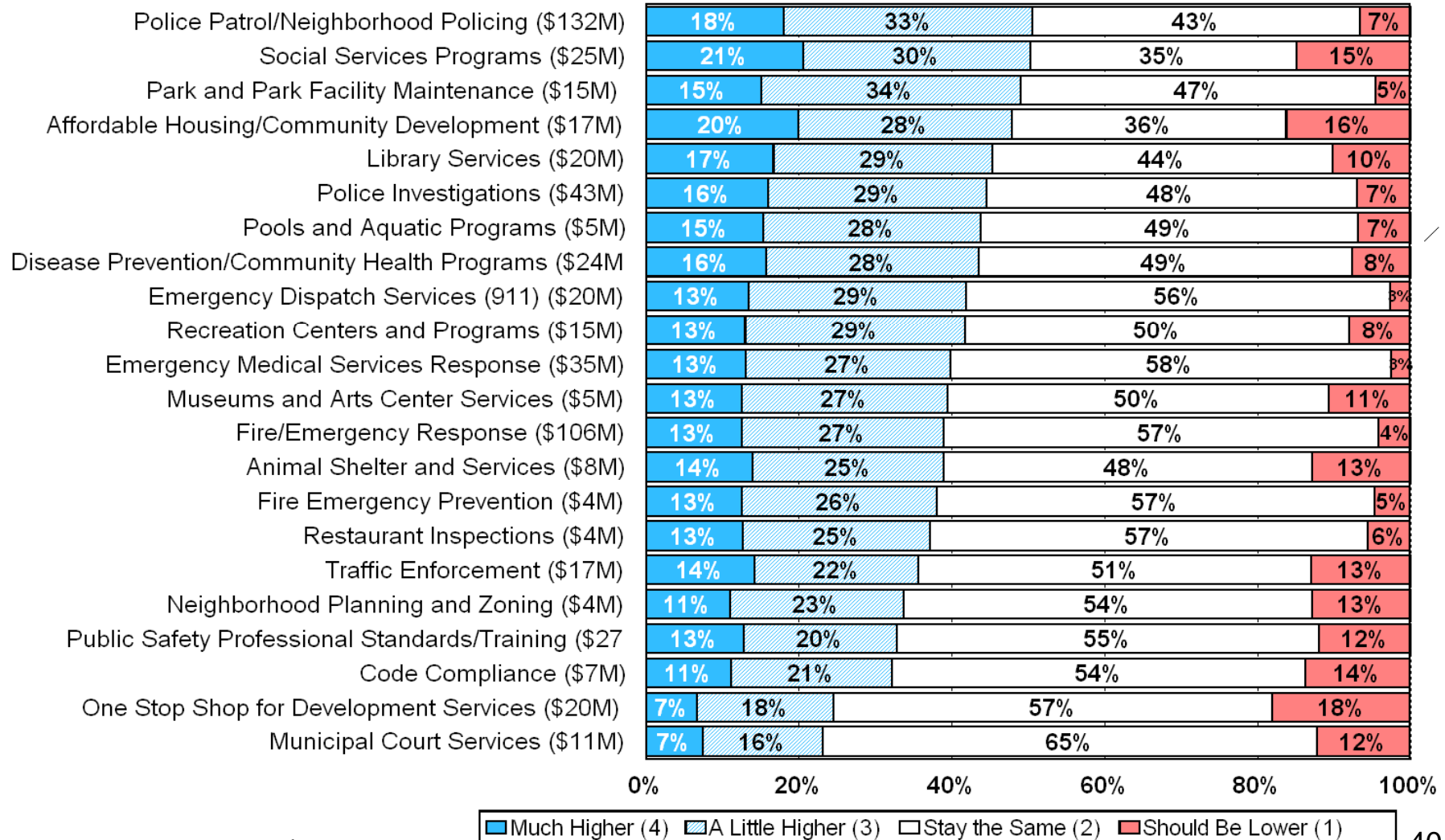
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# How Funding for City Services Should Change

# Q19. How Residents Think the Level of Service for Various City Programs and Services Should Change

by percentage of respondents who rated the item on a 5-point scale where a rating of 5 means the level of service "should be much higher" and a rating of 1 means the level of service "should be much lower" (excluding don't knows); the 2012 budgeted amount is also provided for reference.



Source: 2012 ETC Institute



# Summary and Conclusions

- Residents Generally Have a Positive Perception of the City
- The City of Austin Continues to Set the Standard for Other Large Cities
- Improvements to City Streets/Sidewalks, Public Safety and Drinking Water Services will have the most positive impact on overall satisfaction over the next year.

# Questions ?

## THANK YOU